

Amendments to Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient in physical form comprising; using a customized catalogue publication system, wherein the system comprises a customer record, an offerings database comprising one or more candidate offerings, a set of product assets associated with each candidate offering, and a set of offering rules, and wherein the method comprises:
acquiring targeted recipient data, wherein the targeted recipient data comprise historical transaction data specific to the targeted recipient, wherein the targeted recipient data are updated periodically, and wherein the historical transaction data relate to transactions between the targeted recipient and the catalogue retailer;
creating a customer targeted recipient profile from the targeted recipient data; customer record of the targeted recipient;
applying the-a set of offering rules to the customer targeted recipient profile to select an offering one or more selected offerings from the one or more candidate from offerings stored in the-an offerings database;
acquiring the-a set of product assets associated with each of the one or more the selected offerings offering; and
generating a customized catalogue specification file for the targeted recipient using the set of product assets associated with each of the one or more the selected offerings offering; and .
printing the customized catalogue using the customized catalogue specification file.
2. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form of claim 1, wherein the historical transaction data are selected from the group consisting of purchase history, returned-goods history, payment problems history, and customer correspondence.

~~The method for producing a customized catalogue for a targeted recipient using a customized catalogue publication system of claim 1, the method further comprising printing the customized catalogue using the customized catalogue specification file.~~

3. (Currently Amended) ~~The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form a customized catalogue for a targeted recipient using a customized catalogue publication system of claim 1, wherein the set of product assets comprises one or more elements selected from the group consisting of text, graphics, and photographs.~~

4. (Currently Amended) ~~The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form customized catalogue for a targeted recipient using a customized catalogue publication system of claim 1, wherein the system further comprises a set of ranking rules and a set of page allocation rules, and wherein generating a customized catalogue specification file for the targeted recipient using the set of product assets associated with each of the one or more selected offerings the selected offering comprises:~~

~~applying the a set of ranking rules to each of the one or more selected offerings the selected offering to determine its a relevancy ranking; and~~

~~applying the a set of page allocation rules to allocate space within the customized catalogue for each of the one or more selected offerings the selected offering based on its using the relevancy ranking.~~

5. (Currently Amended) ~~The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form of claim 4, customized catalogue for a targeted recipient using a customized catalogue publication system of claim 4, wherein the system further comprises a set of layout rules and wherein the method further comprises applying the a set of layout rules to the set of product assets associated with each of the one or more selected offerings the selected offering to acquire one or more layout attributes for each of the one or more selected offerings a layout attribute consistent with the space allocated space for that the selected offering.~~

6. (Currently Amended) ~~The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form customized catalogue for a targeted recipient using a customized catalogue publication system of claim 5, wherein the layout~~

~~attributes are~~attribute is selected from the group consisting of text font, text size, graphic dimensions, photograph dimension, and photograph resolution.

7. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form a customized catalogue for a targeted recipient using a customized catalogue publication system of claim 5, wherein the customized catalogue comprises a plurality of pages a product section, and wherein applying the set of page allocation rules to allocate space within the customized catalogue for each of the one or more selected offeringsthe selected offering based on its the relevancy ranking comprises:

~~allocating one or more pages of the plurality of pages to a product section, the non-product section, and the pre printed section;~~

~~establishing in the product section the~~ a number of offerings per page; and

~~assigning the product assets of each of the one or more selected offerings~~the selected offering to one of the one or more product section pagesa page of the product section in accordance with the number of offerings per page.

8. (Canceled)

9. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form customized catalogue for a targeted recipient using a customized catalogue publication system of claim 7, wherein ~~the system further comprising a set of signature rules~~ and the method further comprises:

~~determining an actual~~ a page count of the pages of the customized catalogue;

~~determining if the actual page count comprises a whole~~an even signature; and

~~in the event the actual~~ if the page count does not comprise a ~~whole~~an even signature,

~~applying the set of signature rules~~a signature rule to force the actual page count to comprise the even signature. ~~a whole signature..~~

10. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form customized catalogue for a targeted recipient using a customized catalogue publication system of claim 9, wherein applying the ~~set of signature rules to force the actual page count to an even signature~~the signature rule comprises deleting pages.

11. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form customized catalogue for a targeted

recipient using a customized catalogue publication system of claim 9, wherein applying the set of signature rules to force the actual page count to an even signature the signature rule comprises adding pages.

12. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form of claim 11, customized catalogue for a targeted recipient using a customized catalogue publication system of claim 11, wherein the system further comprises filler pages and wherein adding pages comprises adding filler pages.

13. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form customized catalogue for a targeted recipient using a customized catalogue publication system of claim 1, wherein the method further comprises applying a boost factor to at least one of the one or more candidate offerings an offering stored in the offerings database prior to applying the set of offering rules to the customer targeted recipient profile.

14. (Currently Amended) A method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient in physical form comprising: using a customized catalogue publication system comprising:, wherein the system comprises a customer record, an offerings database comprising one or more candidate offerings, a set of product assets associated with each candidate offering, and a set of offering rules, and wherein the method comprises:

acquiring targeted recipient data, wherein the targeted recipient data comprises historical transaction data relating to the targeted recipient, wherein the targeted recipient data are updated periodically, and wherein the historical transaction data relate to transactions between the targeted recipient and the catalogue retailer;

creating a customer targeted recipient profile from the targeted recipient data; customer record of the targeted recipient;

establishing a set of catalogue rules;

applying the set of catalogue rules to the customer targeted recipient profile to make a first determination whether to produce the customized catalogue for the targeted recipient, and in the event

if the customized catalogue is produced for the targeted recipient, applying the set of catalogue rules to the customer~~targeted recipient~~ profile to make a second determination of the number of pages in the targeted recipient's customized catalogue;

applying the-a set of offering rules to the customer~~targeted recipient~~ profile to select one or more selected offerings ~~an offering~~ from the one or more candidate offerings stored in the-an offerings database;

acquiring the-a set of product assets associated with each of the one or more selected offerings~~the selected offering~~;

generating a customized catalogue specification file for the targeted recipient using the set of product assets; and

printing the customized catalogue using the customized catalogue specification file.
associated with each of the one or more selected offerings.

15. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form of claim 14, wherein the historical transaction data are selected from the group consisting of purchase history, returned-goods history, payment problems history, and customer correspondence.

~~The method for producing a customized catalogue for a targeted recipient using a customized catalogue publication system of claim 14, the method further comprising printing the customized catalogue using the customized catalogue specification.~~

16. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form a customized catalogue for a targeted recipient using a customized catalogue publication system of claim 14, wherein the set of product assets comprises one or more elements selected from the group consisting of text, graphics, and photographs~~photographs~~.

17. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form a customized catalogue for a targeted recipient using a customized catalogue publication system of claim 14, wherein the system further comprises a set of ranking rules and a set of page allocation rules, and wherein generating

a customized catalogue specification file for the targeted recipient using the set of product assets associated with ~~each of the one or more selected offerings~~ the selected offering comprises:

applying ~~the a~~ set of ranking rules to ~~each of the one or more selected offerings to the selected offering~~ to determine its a relevancy ranking; and

applying ~~the a~~ set of page allocation rules to allocate space within the customized catalogue for ~~each of the one or more selected offerings~~ the selected offering based on ~~its~~ using the relevancy ranking.

18. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form of claim 17, ~~a customized catalogue for a targeted recipient of claim 17~~ using a customized catalogue publication system of claim 17, wherein the system further comprises a set of layout rules and wherein the method further comprises applying ~~the a~~ set of layout rules to the set of product assets associated with the selected offering ~~each of the one or more selected offerings to acquire one or more layout attributes for each of the one or more selected offerings to acquire a layout attribute~~ consistent with the space allocated for ~~that~~ the selected offering.

19. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form ~~a customized catalogue for a targeted recipient using a customized catalogue publication system~~ of claim 18, wherein the layout attributes are attribute is selected from the group consisting of text font, text size, graphic dimensions, photograph dimension, and photograph resolution.

20. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form ~~a customized catalogue for a targeted recipient using a customized catalogue publication system~~ of claim 18, wherein the customized catalogue comprises a plurality of pages product section comprising pages, and wherein applying the set of page allocation rules to allocate space within the customized catalogue for ~~each of the one or more selected offerings~~ the selected offering based on ~~its~~ the relevancy ranking comprises:

~~allocating one or more of the plurality of pages to a product section, the non-product section, and the pre-printed section;~~

establishing in the product section the number of offerings per page; and

assigning the product assets of each of the one or more selected offerings the selected offering to one of the one or more product section pages a page of the product section in accordance with the number of offerings per page.

21. (Canceled)

22. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form a customized catalogue for a targeted recipient using a customized catalogue publication system of claim 20, wherein the system further comprising a set of signature rules and of claim 20, wherein the method further comprises:

determining an actual page count of the pages of the customized catalogue;
determining if the actual page count comprises a whole signature; and
~~in the event if~~ the actual page count does not comprise a whole signature, applying the a set of signature rules to force the actual page count to comprise a whole signature.

23. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form a customized catalogue for a targeted recipient using a customized catalogue publication system of claim 22, wherein applying the set of signature rules to force the actual page count to an even a whole signature comprises deleting pages.

24. (Currently Amended) The method for producing a customized catalogue for a targeted recipient using a customized catalogue publication system of claim 22, wherein applying the set of signature rules to force the actual page count to an even a whole signature comprises adding pages.

25. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form a customized catalogue for a targeted recipient using a customized catalogue publication system of claim 24, wherein the system further comprises filler pages and wherein adding pages comprises adding filler pages.

26. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form a customized catalogue for a targeted

~~recipient using a customized catalogue publication system of claim 14, wherein the method further comprises applying a boost factor to at least one of the one or more candidate offerings an offering stored in the offerings database prior to applying the set of offering rules to the customer targeted recipient profile.~~

27. (Currently Amended) A customized catalogue publication system for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient in physical form a customized catalogue, the system comprising:

a customer targeted recipient record, wherein the targeted recipient record comprises historical transaction data relating to a targeted recipient, wherein the targeted recipient data are updated periodically, and wherein the historical transaction data relate to transactions between the targeted recipient and the catalogue retailer;

an offerings database, wherein the offerings database comprises comprising one or more candidate offerings;

a set of product assets associated with each candidate offering;

a set of offering rules;

a profiler, wherein the profiler is adapted to create a customer targeted recipient profile from the customer targeted recipient record of a the targeted recipient; and

a rules engine adapted to:

apply the set of offering rules to the customer targeted recipient profile to select one or more selected offerings an offering from the one or more candidate offerings;

acquire the set of product assets associated with each of the one or more selected offerings the selected offering; and

generate a customized catalogue specification file for the targeted recipient using the set of product assets; and associated with each of the one or more selected offerings the selected offering.

a printing system adapted to receive the customized catalogue specification file and print the customized catalogue according to the customized catalogue specification file.

28. (Currently Amended) The customized catalogue publication system of claim 27, wherein the historical transaction data are selected from the group consisting of purchase history, returned-goods history, payment problems history, and customer correspondence.
, the system further comprises a printing system and wherein the printing system is adapted to:
receive the customized catalogue specification file; and
print the customized catalogue according to the customized catalogue specification file.

29. (Currently Amended) The customized catalogue publication system of claim 2827, wherein the printing system further comprises:

a printer; and
a file translation system adapted to convert the specification file to a format compatible with the printer.

30. (Original) The customized catalogue publication system of claim 29, wherein the printer is a web-fed printer.

31. (Original) The customized catalogue publication system of claim 29, wherein the printer is a sheet-fed printer.

32. (Original) The customized catalogue publication system of claim 29, wherein the printer is selected from the group consisting of a toner based printer, liquid ink based printer, and an ink-jet based printer.

33. (Currently Amended) The customized catalogue publication system for producing a customized catalogue of claim 27, wherein the set of product assets comprises one or more elements selected from the group consisting of text, graphics, and photographs.

34. (Currently Amended) The customized catalogue publication system of claim 27, wherein the system further comprises a set of ranking rules and a set of page allocation rules, and wherein the rules engine is further adapted to:

apply the set of ranking rules to ~~each of the one or more selected offerings~~ the selected offering to determine its a relevancy ranking; and

apply the set of page allocation rules to allocate space within the customized catalogue for ~~each of the one or more selected offerings~~ the selected offering based on its using the relevancy ranking.

35. (Currently Amended) The customized catalogue publication system of claim 34, wherein the rules engine is further adapted to acquire a layout attribute for the selected offering, ~~one or more layout attributes for each of the one or more selected offerings~~.

36. (Currently Amended) The customized catalogue publication system of claim 35, wherein the ~~one or more layout attributes are~~ attribute is selected from the group consisting of text font, text size, graphic dimensions, photograph dimension, and photograph resolution.

37. (Currently Amended) The customized catalogue publication system of claim 27, wherein the customized catalogue comprises a plurality of pages a product section, and wherein the rules engine is further adapted to:

~~allocate one or more of the plurality of pages to a product section, the non-product section, and the pre-printed section;~~ and

assign the product assets for ~~each of the one or more selected offerings~~ the selected offering to ~~one of the one or more product section pages~~ a page in the product section in accordance with a number of offerings per page.

38. (Currently Amended) The customized catalogue publication system of claim 37, wherein the system further comprising a set of signature rules, and wherein the rules engine is further adapted to:

determine ~~an actual~~ a page count of the pages of the customized catalogue;

determine if the ~~actual~~ page count comprises a whole signature; and

~~in the event if~~ the ~~actual~~ page count does not comprise a whole signature, apply the set of signature rules to force the ~~actual~~ page count to comprise a whole signature.

39. (Original) The customized catalogue publication system of claim 37, wherein the set of signature rules comprises deleting pages.

40. (Original) The customized catalogue publication system of claim 37, wherein the set of signature rules comprises adding pages.

41. (Original) The customized catalogue publication system of claim 37, wherein the system further comprises filler pages and wherein the set of signature rules comprises adding filler pages.

42. (Currently Amended) The customized catalogue publication system of claim 27, wherein the rules engine is further adapted to apply a boost factor to an offering stored in the offerings database at least one of the one or more candidate offerings prior to applying the set of offering rules..rules.

43. (Currently Amended) The customized catalogue publication system of claim 27, wherein the system further comprises: a set of catalogue rules; and a profiler, wherein the profiler is further adapted to:

apply the set of catalogue rules to the customer targeted recipient profile to make a first determination whether to produce a customized catalogue for the targeted recipient; and

in the event if a customized catalogue is produced for the targeted recipient, apply the set of catalogue rules to the customer targeted recipient profile to make a second determination of the number of pages in the targeted recipient's customized catalogue.

44-62. (Canceled)

63. (Currently Amended) A method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient in physical form comprising:a customized catalogue for a targeted recipient using a customized catalogue publication system comprising:, wherein the system comprises a customer record, an offerings database comprising one or more candidate offerings, a set of product assets associated with each candidate offering, and a set of offering rules, and wherein the method comprises:

acquiring targeted recipient data, wherein the targeted recipient data comprises historical transaction data relating to the targeted recipient, wherein the targeted recipient data are updated periodically, and wherein the historical transaction data relate to transactions between the targeted recipient and the catalogue retailer;

creating a customer targeted recipient profile from the targeted recipient data; customer record of the targeted recipient;

assigning the targeted recipient to a customer targeted recipient group based on the customer targeted recipient profile of the targeted recipient and a member profile of each member of the customer targeted recipient group;

imputing attributes of the customer targeted recipient group to the customer targeted recipient profile of the targeted recipient to create a revised customer targeted recipient profile for the targeted recipient;

applying the-a set of offering rules to the revised customer targeted recipient profile to select one or more selected offerings-an offering from the one or more candidate offerings stored in the-an offerings database;

acquiring the-a set of product assets associated with each of the one or more selected offerings-the selected offering; and

generating a customized catalogue specification file for the targeted recipient using the set of product assets; associated with each of the one or more selected offerings; and printing the customized catalogue using the customized catalogue specification file.

64. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form of claim 63, wherein the historical transaction data are selected from the group consisting of purchase history, returned-goods history, payment problems history, and customer correspondence. The method for producing a customized catalogue for a targeted recipient using a customized catalogue publication system of claim 63, the method further comprising printing the customized catalogue using the customized catalogue specification file.

65. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form ~~a customized catalogue for a targeted recipient using a customized catalogue publication system~~ of claim 63, wherein the set of product assets comprises ~~one or more~~ elements selected from the group consisting of text, graphics, and photographs.

66. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form ~~a customized catalogue for a targeted recipient using a customized catalogue publication system~~ of claim 63, ~~wherein the system further comprises a set of ranking rules and a set of page allocation rules, and wherein generating a customized catalogue specification file for the targeted recipient using the set of product assets associated with each of the one or more selected offerings~~ the selected offering comprises:

~~applying the a set of ranking rules to each of the one or more selected offerings~~ the selected offering to determine its a relevancy ranking; and

~~applying the a set of page allocation rules to allocate space within the customized catalogue for each of the one or more selected offerings~~ the selected offering based on its using the relevancy ranking.

67. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form ~~a customized catalogue for a targeted recipient using a customized catalogue publication system~~ of claim 66, ~~wherein the system further comprises a set of layout rules and wherein the method further comprises applying the a set of layout rules to the set of product assets associated with each of the one or more selected offerings~~ the selected offering to acquire one or more layout attributes for each of the one or more selected offerings a layout attribute consistent with the space allocated for ~~that the~~ selected offering.

68. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form ~~a customized catalogue for a targeted recipient using a customized catalogue publication system~~ of claim 67, wherein the layout ~~attribute~~ is selected from the group consisting of text font, text size, graphic dimensions, photograph dimension, and photograph resolution.

69. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form ~~a customized catalogue for a targeted recipient using a customized catalogue publication system~~ of claim 67, wherein the customized catalogue comprises a plurality of ~~pages~~product section, and wherein applying the set of page allocation rules to allocate space within the customized catalogue for ~~each of the one or more selected offerings~~the selected offering based on ~~its~~the relevancy ranking comprises:

~~allocating one or more pages of the plurality of pages to a product section, the non-product section, and the pre-printed section;~~

~~establishing in the product section the~~a number of offerings per page; and

~~assigning the product assets of each of the one or more selected offerings~~the selected offering to ~~one of the one or more product section pages~~a page of the product section in accordance with the number of offerings per page.

70. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form ~~a customized catalogue for a targeted recipient using a customized catalogue publication system~~ of claim 69, the method further comprising printing the customized catalogue using the customized catalogue specification.

71. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form ~~a customized catalogue for a targeted recipient using a customized catalogue publication system~~ of claim 69, wherein the system further comprising a set of signature rules and the method further comprises:

~~determining an actual~~a page count of the pages of the customized catalogue;

~~determining if the actual~~ page count comprises a whole signature; and

~~in the event if the actual~~ page count does not comprise a whole signature, applying ~~the~~a set of signature rules to force the ~~actual~~ page count to comprise a whole signature..signature.

72. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form ~~a customized catalogue for a targeted recipient using a customized catalogue publication system~~ of claim 71, wherein applying the set

of signature rules to force the actual page count to an even a whole signature comprises deleting pages.

73. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form ~~a customized catalogue for a targeted recipient using a customized catalogue publication system~~ of claim 71, wherein applying the set of signature rules to force the actual page count to an even a whole signature comprises adding pages.

74. (Currently Amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form ~~a customized catalogue for a targeted recipient using a customized catalogue publication system~~ of claim 73, ~~wherein the system further comprises filler pages and~~ wherein adding pages comprises adding filler pages.

75. (New) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form of claim 1, wherein the targeted recipient data further comprise customer demographic information selected from the group consisting of customer name, customer address, customer preferences, and household makeup.

76. (New) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form of claim 14, wherein the targeted recipient data further comprise customer demographic information selected from the group consisting of customer name, customer address, customer preferences, and household makeup.

77. (New) The customized catalogue publication system of claim 27, wherein the targeted recipient data further comprise customer demographic information selected from the group consisting of customer name, customer address, customer preferences, and household makeup.

78. (New) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form of claim 63, wherein the targeted recipient data further comprise customer demographic information selected from the group consisting of customer name, customer address, customer preferences, and household makeup.